



Hanford Live 2019 Outreach

Ryan Miller & Randy Bradbury, Ecology

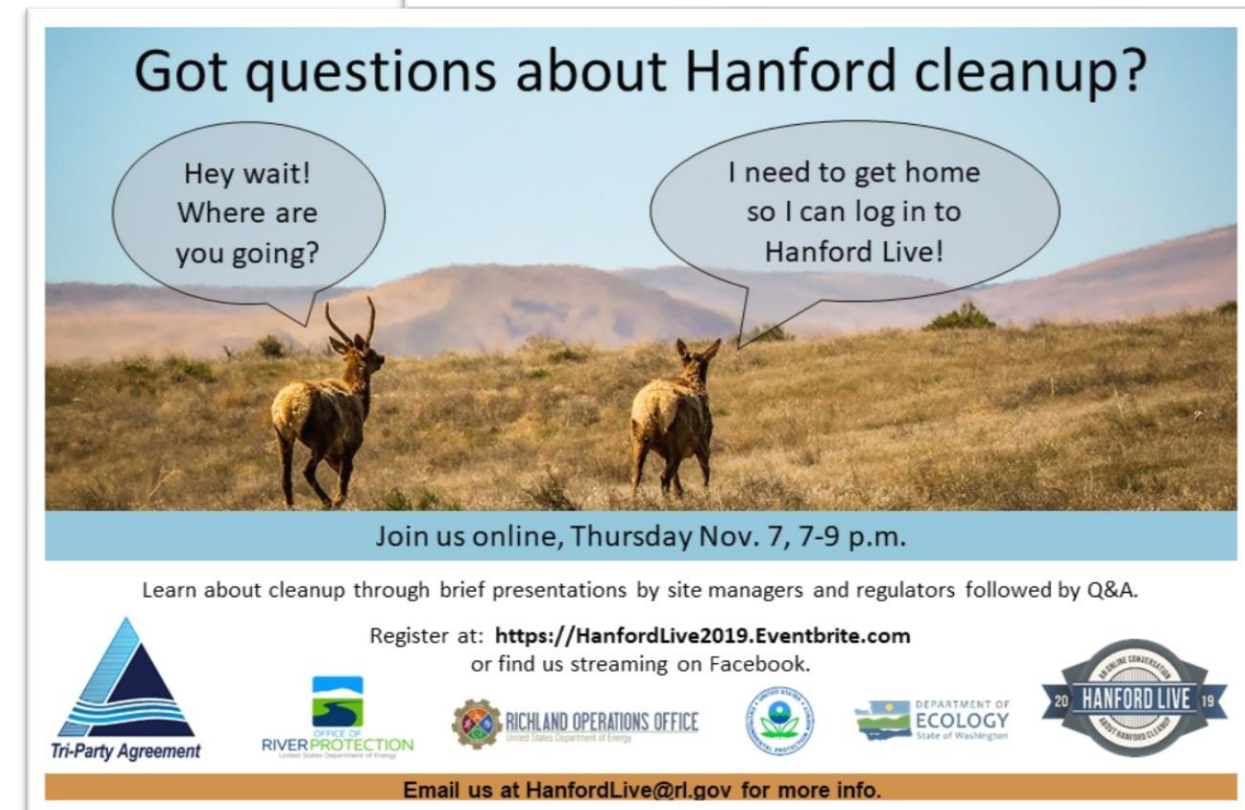
Jennifer Colborn, MSA

Dec. 3, 2019



Outreach

- Promotional flyer created by agencies
 - MSA shared with 12 regional educational outlets Oct. 9
- Five Listserv announcements with flyer
 - Issued Oct. 7, Oct. 21, Oct. 28, Nov. 4, Nov. 13
- Hanford website event and banner
- Eventbrite invite (114 pre-registered)
- Social media
 - Posts, shares and Facebook event
- Public Service Announcement
 - Sent to 31 TV/radio stations Oct. 15
- Hanford Advisory Board
- Tumbleweird Advertisement (mid-October)
- Email to media outlets Nov. 1



The metrics

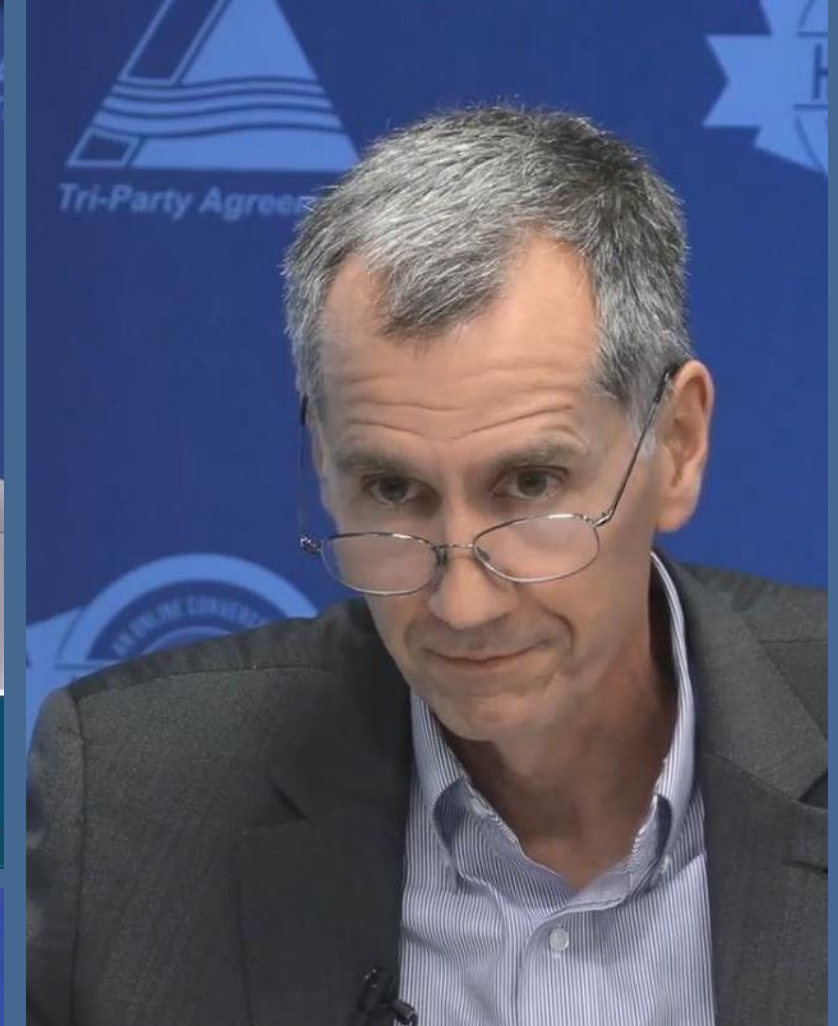
Tools

- Reach/Impressions
- Engagement
- Video Views
- Survey Results



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Susan Leckband

Chair
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Social Media Metrics

■ Broadcasts

- Vimeo: 211 total views, average of 34 viewers during broadcast*
- Facebook: 1,261 total views, average 20-30 during broadcast*

■ Ecology

- Facebook: 10 posts, 4,352 reach, 677 engagements
- Twitter: 10 tweets, 11,617 impressions, 122 engagements
- Videos (all channels): 7 videos, 1,943 views

■ Energy

- Facebook: 8 posts, 5,559 reach, 161 engagements
- Twitter: 6 tweets, 6,620 impressions, 33 engagements
- Videos (all channels): 2 videos, 517 views



Survey Results

- [Hanford Live 2019](#)
 - Three responses
 - Survey administered through Envirolssues
- [Hanford Live 2017](#)
 - 57 responses
 - Survey created by Ecology through SurveyMonkey

Questions?

